

Sunderland Information Point Guide:

How to add and update your service
information

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Introduction

Sunderland Information Point is supported by Sunderland City Council and Together for Children.

The site is split into x3 main categories and information can feature in any or all of these:

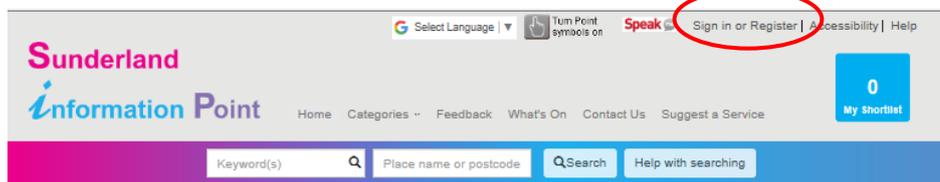
1. **Sunderland Family** – services and activities for children and families
2. **Sunderland Local Offer** – supporting children and families with special educational needs and disabilities
3. **Sunderland Adults** – services and activities for adults and older people

The purpose of the site is to provide online information for everyone offering information, advice and guidance on a range of subjects to support people in our local area.

It is also a great opportunity for local services and activities to publish their information for free and provide links to other websites or national organisations.

Creating your online account

- Before you can add your service or activity/event into the site, you need to create an online account with an email address and password.
- To get started, click on **Sign in or Register**



Sunderland Information Point is for everyone; offering information; advice and guidance on a range of subjects to support you and your family.



- On the next page, you need to click on the link “**Create an account**”.

The screenshot shows the 'Sign In' page on the Sunderland Information Point website. The page has a header with navigation links and a search bar. The main content area is divided into two columns. The left column contains the 'Sign In' form, which has fields for 'Email address (Required)' and 'Password (Required)', a 'Sign in' button, and a 'Forgotten your password?' link. Below the form, there is a link for 'New users' labeled 'Create an account', which is circled in red. The right column contains several sections: 'Manage your record information', 'Adding a service, event or activity record', 'Need help?', and 'Disabled Children's Register'.

- The online form needs to be completed to create your account and you will need an email address that you can access straight away. The password must be a minimum of 8 characters and contain a number or symbol.

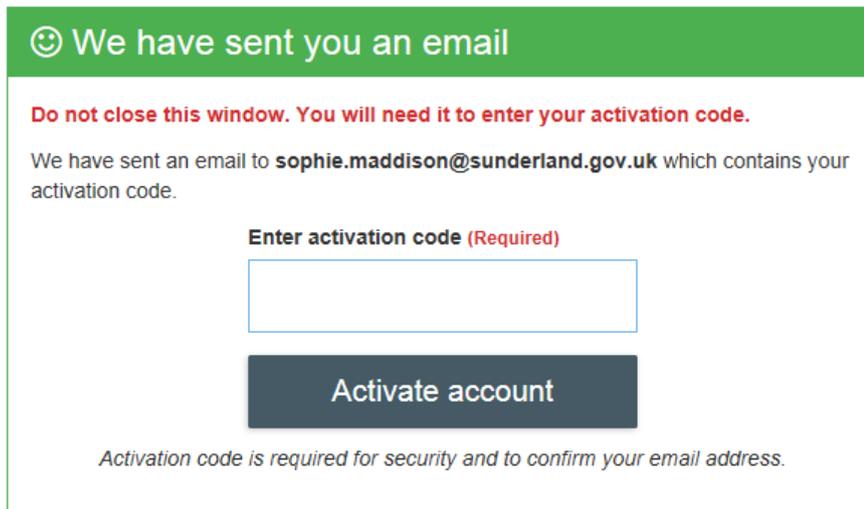
The screenshot shows the 'Create account' page on the Sunderland Information Point website. The page has a header with navigation links and a search bar. The main content area is divided into two columns. The left column contains the 'Create account' form, which has fields for 'First name (Required)', 'Surname (Required)', 'Email address (Required)', 'Choose password (Required)', and 'Confirm password (Required)'. Below the form, there is a 'Create account' button. The right column contains several sections: 'Why register?', 'Service Providers / Organisations', 'Disabled Children's Register', and 'How to register'.

- When you are happy with the information you have entered, click on the “**Create account**” button to submit your form. **It is important that you don't close the screen as it advises you how to activate your online account and what you need to do next.**
- You only need to create your account once and you will sign in using your email address and the password you have created.

Activating your account

- When you click “**Create account**” this pop up message appears. As the message suggests, don’t close the window as you need to access your email account to get the activation code.

Activate your account



☺ We have sent you an email

Do not close this window. You will need it to enter your activation code.

We have sent an email to sophie.maddison@sunderland.gov.uk which contains your activation code.

Enter activation code (Required)

Activate account

Activation code is required for security and to confirm your email address.

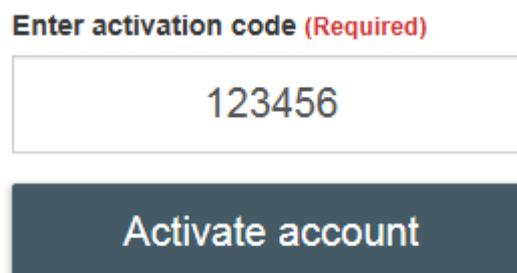
Can't find your activation code?

If you can't find your activation code, try...

- Checking your junk or spam email folders in case it has been put there.
- [Resending it to your email address](#) (sophie.maddison@sunderland.gov.uk)

If you still have a problem then please [contact us](#).

- Open your email account and the email sent automatically from the site.
- Type or copy and paste the activation code from the email into the box on the site screen.



Enter activation code (Required)

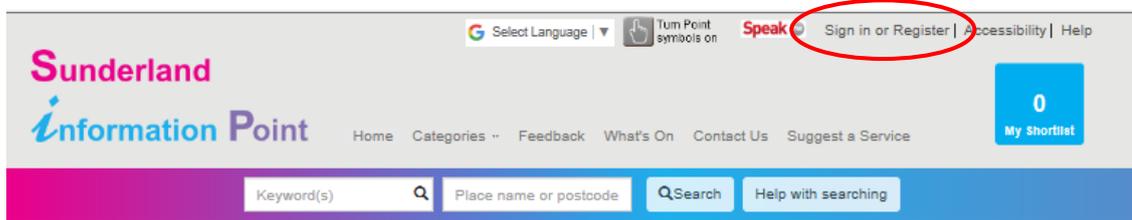
Activate account

Activation code is required for security and to confirm your email address.

- Then click “**Activate account**”.
- You will then receive an email confirming that your online account has been activated.

Logging into your account

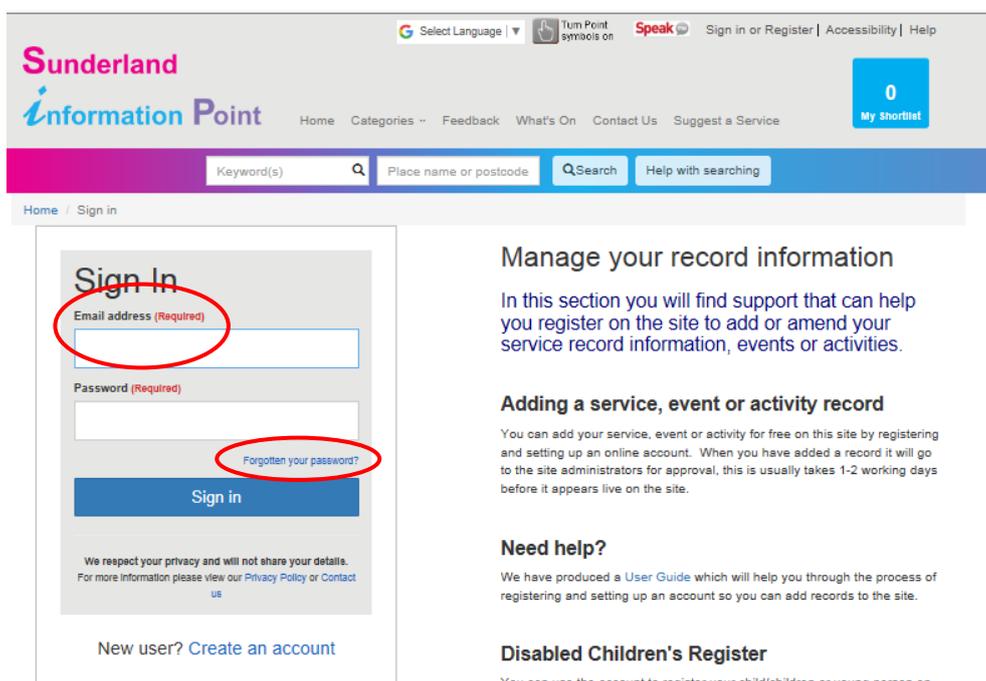
- Go to www.sunderlandinformationpoint.co.uk
- Click on “**Sign In or Register**”



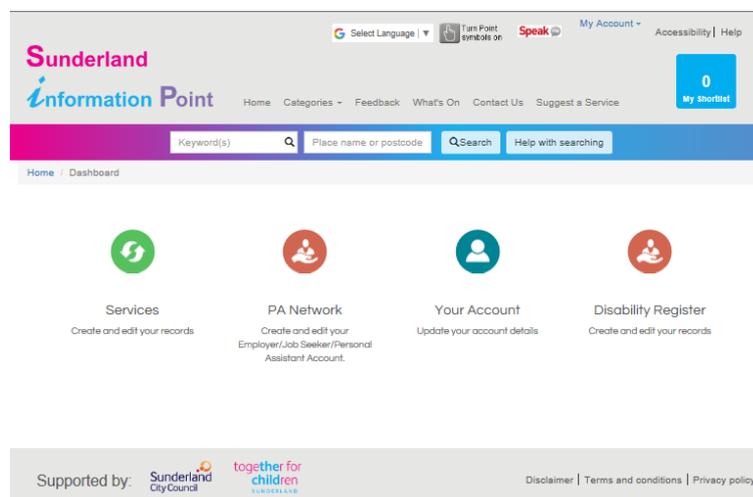
Sunderland Information Point is for everyone; offering information; advice and guidance on a range of subjects to support you and your family.



- The log in screen will appear and this is where you need to enter your email address and password that you used to create the account.



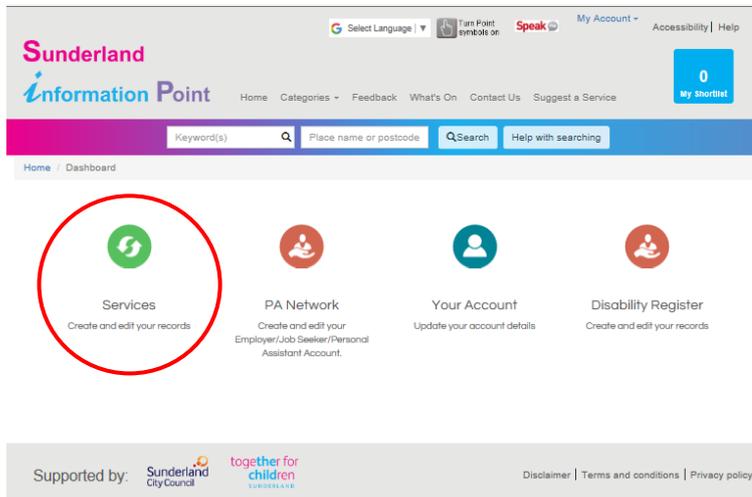
- If you have forgotten your password, click on “**Forgotten your password**” and you will automatically be sent an email to reset it.
- Once you have logged in, you will enter the “**Dashboard**” area.
- This is used to access any of your existing services, activities/events or create new ones.
- There are 3 options within this area;
 1. **Services** – create and edit your listings
 2. **PA Network** – area to manage your listing as a PA
 3. **Your Account** – Update your account details
 4. **Disability Register** – Create and edit your children’s disability record



-  **Services explained**
This area lists all of your services, their status and some actions you can do relating to that service record.
-  **Personal Assistant Network**
This area is where you can complete all the PAs, their status and some actions you can do relating to that service record.
-  **Your Account explained**
Allows you to amend your account details, e.g. change your password, email address or provide a mobile telephone number.
-  **Disability Register explained**
This is very similar to the Services area and lets you create and amend exiting records about a child or young person.

Adding a new service record

- If you would like to add a service to your account (which is the same record for activities/events), you need to be logged in and select “**Services**” from your Dashboard area.



- You then need to click on the link “**+Create a new record**” and this will open up a new online form.

Create a new record

Listing Details

Please provide your listing with a short title that will be meaningful to members of the public. Don't use the same title for multiple listings. Also provide a short description using plain English to describe what your listing is about.

Title

Description

Edit - Insert - View - Format - Table - Tools -

Formats - A - B / U

- When you have completed the form press the “**Save Record**” button and it will be automatically saved and sent to the Council Administrator for approval. This is usually confirmed within 2-3 working days and will appear live on the site.
- This is the confirmation screen advising that your record has been saved and is waiting to be approved. When it has been approved the status will change to “**Public**”.

Your Directory Record(s)

In this section you can create and edit your directory records. Changes to existing and new records are submitted for approval before being added to the directory. The current status of your record is displayed alongside your available record actions.

Record Title	Status	Actions
Test - Demonstration V2	Public	Choose your action -
Test Record - Demonstration	Queued for approval	Choose your action -
Test Entry - G Campbell	De-activated	

[+ Create a new directory record](#)

- 
“Services” explained:
 This area lists all of your services, their status and some actions you can do relating to that service record.
- The service record **“Status”** can be;
 - **Public** – this means your service record is live and being viewed by the public
 - **Queued for approval** – this means your service record needs to be approved by Council Administrators before the changes will go live. You won't receive an automatic notification at this point in time.
 - **Deactivated** – this means your service record is no longer live and has been removed

Your Directory Record(s)

In this section you can create and edit your directory records.
 Changes to existing and new records are submitted for approval before being added to the directory.
 The current status of your record is displayed alongside your available record actions.

Record Title	Status	Actions
Test - Demonstration V2	Public	Choose your action ^^
Test Record - Demonstration	Queued for approval	Choose your action ^^
Test Entry - G Campbell	De-activated	

[+ Create a new directory record](#)

- The service record **“Actions”** can be;
 - **Update Record** – this will take you back to your online service record form and will let you edit your record.
 - Any special education needs or disability specific information should be included in the **“Local Offer”** section of the record. This can be activated at the bottom of the form by selecting **“Yes”**. This will give you the relevant fields that need to be completed.
 - Changes will need to be saved by clicking the **“Save Record”** button. These changes will be approved by Council Administrators before going live.
 - **View Record** - This displays your service information as it would appear on the live site and is useful if you are creating a new service record and would like to see how the public will view it.
 - **Delete Record** - If the record is no longer needed you can request that it is deleted from the site.
 - Once you have selected delete, you will be able to see the service status has changed to **“Pending Deletion”** and will still be on the site until the Council Administrator accepts the deletion.

Your Directory Record(s)

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 Changes to existing and new records are submitted for approval before being added to the directory.
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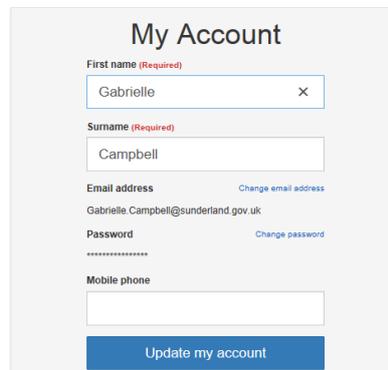
Record Title	Status	Actions
Test - Demonstration V2	Public	Choose your action ^^
Test Record - Demonstration	Queued for approval	Choose your action ^^
Test Entry - G Campbell	De-activated	

[+ Create a new directory record](#)



- **Your Account explained**

Allows you to amend your account details, e.g. change your password, email address or provide a mobile telephone number.



-  **Disability Register explained**

This is very similar to the Services area and lets you create and amend exiting records about a child or young person.

Your Disability Register Record(s)

Create or edit your Children's Disability record.

Name	Status	Actions
+ Tell us about a child/ young person		

Guidance for writing your service information

- As a service provider you have in-depth knowledge about your service and can easily describe this.
- To try and provide a consistent and user friendly approach, we are offering some basic hints/tips about how to write the information about your service.
- Most of the fields you need to complete are self-explanatory, but we have provided notes for the more complex areas.

Description

- This describes your service and the description you write should provide the public with information about what your service/activity offers. This is your opportunity to promote what you do and encourage people to at least get in touch to find out more.
- The information should not be too in depth and long, but should still give enough information so the public can be confident that your service/activity is suitable for them.
- Please use plain English and remember **not** to use abbreviations, jargon or acronyms.

Venue Details

- This is where the service/activity takes place, and may not be where you are based or where your office is.
- There is a space for you to provide additional details about the venue such as if there is restricted access to the building, whether there are lifts, onsite parking, other facilities available etc.

Referral required

- If people need a specific referral in order to access your service, please give details in this section, including any guidance on how to complete the referral and where to send the completed form to.
- You can attach referral documents to your record in the Document section of the on-line form.

Additional Information

- This section allows you to provide any additional information to support your service entry for example if you cater for a specific audience or cover a specific area of the city, although most of this information can be included in the main or Local Offer Description sections.
- Please note: any disability specific information should be provided in the Local Offer section of this form.

Local Offer Details

- This section is for you to provide any information about the inclusion of people aged 0–25 years who have a special educational need or disability.
- **All** services should be able to provide some information for this section as you need to demonstrate how you meet the needs of children and young people and young adults with additional needs under the Disability Discrimination Act.
- If your service/activity is specifically for children, young people and young adults with SEND, you need to clearly state here if you have any 'Criteria for access'. This may include details of whether it is only for a targeted group, e.g. children, young people or young adults with Autism or if service users need to be referred in by a professional.

SEND Provision Type

- You need to identify what type of SEND Provision you offer. This is broken down into three categories. Some services may fit into more than one category, depending on what you offer:
 - **Universal** - Services that are offered to all families where they can expect to access without needing any extra SEND resources. Universal services are expected to make reasonable adjustments to accommodate children and young people with SEND

- **Targeted** - Services for children with additional needs over and above what is available to them through universal services
- **Specialist** - Services that are offered following individual assessment and referral by specialists. Typically, they will be long-term and for children with complex needs

Age bands

- You need to identify the age bands best fit which children and young people can access your service. If you cut across some of the age bands you can put details into either the generic service or Local Offer description sections to make it clear what exact ages you cover. For example, your service may cater for young people aged 9-13 but our age ranges are 5-10 or 11-16. You could select both categories but clear state your age criteria in the body of the record.

Adding your logo and additional images

- You are welcome to upload your service logo image or photographs, however if you wish to add photographs that include children or young people, you **must** have permission from the parents or carers for them to be used on the site.
- We will ask for a copy of the consent form for the photographs following the request for those to be added on your service record. If we don't feel the photograph/s are appropriate we may ask for them to be removed before the service record is made live on the directory.
- Photographs that are submitted for inclusion must be in JPEG format and are automatically positioned on the page.

Adding documents

- If you would like to upload additional information to support your service record such as leaflets etc, you can do this at the bottom of the online form under "**Documents**" and just browse to where this is stored in your folders.
- It is recommended to pdf document before uploading them to your record and you will need to give it a description.

Keeping your service information up to date

- It is important to ensure the services listed in the site remain as up to date as possible and offer a current selection of services and activities available in and around Sunderland.
- From time to time you will receive a reminder to prompt you to update your service records if you haven't done so for over 6 months.

Additional assistance

- If you have any queries regarding updating your records or accessing the system, please use the Contact Us form on the site.

How to create text for web pages

Language that is used for web pages needs to be written in a particular way, the guidance below helps you create text which is both search engine friendly and useful to the people reading it!

Title: Short, to the point, with prime key words.

Description: rich in keywords, answers to what, when, where, how, why etc.

- Content should always be written from the anticipated needs of the public and not the department or professional providing that content. Think as a customer not as a supplier.
- Always place customer focused content first, written in plain English without jargon and explain abbreviations (within brackets like this perhaps), then offer business related content.
- Who you are is less important than what you offer and provide.

Content tips:

- If something doesn't need to be said, don't say it. Keep it concise. Avoid pasting large volumes of content from other places just because it's convenient to do so.
- Web pages benefit from concise content. Keeping volume down will also reduce the long term effort needed to maintain content and prevents users becoming bogged down in the detail. Bulk content, such as reports, can be offered as a download.
- Most users actually want answers, they don't want to read 'War and Peace'. Provide answers to common questions. Consider offering content as an FAQ.
- To improve search engine performance of your record be sure to consider adding variations to words, plurals, common sayings and older variations of terms ie 'council house' can be worked into text if done the right way, i.e. 'social housing, formally known as a council house'.
- Place relevant links [into the text itself](#).
- Do you have a video? Adding video can add significant interest and increase engagement. It improves the accessibility of a page to those who may have visual, reading or language issues.

Call to action: It's important to move visitors on, to go to your website, fill in form, make a call or take some action from the information you provide. A website is not the end of the line it's part of the process.

- If more information exists elsewhere online offer a link [directly](#) to that content.
- When explaining specific information be specific with you links, don't send users to just a homepage, don't make users work to find what they need.

Contacts:

- Always include email and web contacts alongside normal address and telephone numbers.
- Consider placing web and email contacts into the main body of text for a page if it seems appropriate. E.g. For more advice please email chris.foreman@sunderland.gov.uk who can offer more on this.